

VICTORIAN CHERRY ASSOCIATION

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MINUTES

Meeting of the Committee of Management

Phone meeting held at 10.00 am on Tuesday 28th May 2013 at the Seven Creeks Hotel Euroa.

1. PRESENT

Ken Gaudion, Stuart Pickworth, Chris Turnbull, Michael Rouget, Alison Jones, Michael Aumann, Julie Godwill.

2. APOLOGIES

Andrew Smith, Kath Boast, John Wilson

3. PREVIOUS MINUTES

The previous minutes were discussed.

A meeting in April was not possible.

A Jones indicated that minutes need to be distributed earlier than 11.30 the night before a meeting. President stated that the VCA did not have a Communication Strategy and that the subject be discussed later in the meeting.

4. ACTION ARISING FROM THE MINUTES

Item 1.3 6/2/2013 – S Mitchell be amended to read Les Mitchell.

S. Pickworth affirmed that association members should not be out of pocket for work completed as a result of AFCO project. Pickworth orchards would be paid and there should be some remuneration for Ken Gaudion, who is out of pocket.

Ken Gaudion reported that HAL need appropriate insurance.

ACTION: J. Wilson to look in to insurance for VCA.

M Rouget suggested that both CGA and VCA contribute to costs for Stem Retention Project as the research benefited all members.

Ken Gaudion reported that Les Mitchell had written the final report with no funds as AFFCO had pocketed all the money from the previous milestone report (\$27,000) plus the credit in the project at the time (about \$3000) and that the AFFCO's fee for the final year of management and writing final report was budgeted for \$8,000. The Final report should be available from HAL.

MOTION: That the minutes of the meeting of the VCA Committee of Management held on 6th February 2013 are confirmed as true and correct.

MOVED: S. Pickworth

SECONDED: M. Rouget **CARRIED**

5. FINANCIAL REPORT *(Chris Turnbull)*

5.1. *P&L (April PTD)*

Income for April 2013 was \$22K and expenses were \$6.3K resulting in a period to date surplus of \$15.6K.

5.2. *Balance Sheet as at 30-April-2013)*

Net assets at the end of April were \$88.8K. Cash on hand of \$78.7K exceeds current liabilities and the association is able to pay its creditors as and when debts fall due.

Alison Jones requested that financial reports be distributed prior to the meeting

ACTION: J. Godwill to distribute. DEADLINE 28/5/13(COMPLETED)

There was discussing regarding unpaid memberships. It was suggested that members be contacted via telephone and email. Non financial members to be removed from contact list.

ACTION: K Boast and J Wilson to coordinate.

MOTION: That the Financial Report be accepted. MOVED: C. Turnbull SECONDED: A. Jones CARRIED
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6. GENERAL BUSINESS

6.1. Communication Strategy

The committee discussed the need for a communication strategy with designated cut off times and response times and that a Communication Plan be developed.

Re the CGA committees; Research and Development, Marketing, Export Working Group

It was felt that the CGA should inform VCA and other states of progress within these groups and that a one page summary of meetings was needed. The report would then be circulated via newsletter in order to better inform members.

VCA committee members recognise the need for regular monthly Committee meetings as required and 2 general grower meetings per year.

MOTION: That the VCA write to CGA and request a summary of committee meetings. MOVED: A. Jones SECONDED: M Aumann CARRIED M. Rouget
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6.2. Victoria 2013 Cherry Conference

The committee discussed the conference –one disgruntled sponsor would be contacted by Ken and invited to the AGM.

Hugh Dendy was a popular presenter at the conference.

There was discussion re program and key speakers – with a focus on grower oriented speakers.

Panel discussion was considered valuable.

Need to make the conference interesting and worthwhile – 2 key speakers

½ day second day was well received.

The general consensus was that a band was not necessary at the dinner.

Planning to start early for conference in 2014.

M Aumann suggested York on Lilydale and Balgownie at Yarra Glen as possible venues.

Committee to give some thought to possible orchards to visit for 2014 conference.

6.4. Fruit Fly Strategy

Nothing new from the D.E.P.I. VCA needs to be ready with a strategy; possible use of traps, area freedom, property freedom etc. NSW changes come in to effect from July 1st, 2013.

ACTION: J Wilson to follow up- email out any response.

6.5. Marketing campaign

M Rouget reported that there had been 2 marketing campaign meetings in Sydney.

Crossman Communications had been the PR Company for the past 3 years. The Hallway was the new PR Company. Michael reported that in marketing it was hard to evaluation

the value of a campaign. Research from the radio campaign had shown it to be of little value. He outlined that research had shown most people buy cherries on impulse and that quality was the most important issue. CGA meets annually with both Woolworths and Coles.

6.6 Involvement in National Marketing and R & D Committees

6.7 Cherry export working group update

M Rouget reported that Thailand had come up with this protocol – Australia had sat out for 2 years. The protocol had been revised following a visit this summer. It was a strategy decision – a work in progress which involved one step at a time. He reported that the Thai's had listened and were prepared to take fruit from pest free areas (Tas, Riverina). Lots of resources are needed – the cost for mapping eg weather, historical trapping was \$15,000.

6.8 Cherry production levies.

Committee discussion sought clarification of the cherry levy process. M Aumann expressed concern about a duplication of research projects and reported that not all research in Tasmania is applicable to mainland Australia. Are there options to either cut back the levy or apply dollars to other areas. E.g. fund generic research.

ACTION: J Wilson to write to CGA and seek clarification.

6.9 VCA AGM

Thursday 17th October, 2013 at Alexandra. Venue – DPI building. More information to follow closer to the date.

6.10 National conference & AGM

The Cherry industry in Australia was too important to only have a bi-annual conference. Key growers need to attend be informed and have a voice at the AGM and levy payer meetings. The CGA AGM in Melbourne last year lacked representation.

Committee discussion reached the consensus that the National Conference needed to be every year, but not so high profile. It may be viable to request CGA to run the National Conference with a cut to the hosting state.

MOTION: That the VCA request CGA to return to an Annual Conference.

MOVED: M Aumann SECONDED: CARRIED S.Pickworth

6.11 Tree Fruit Magazine

Ken Gaudion reported that the magazine was able to be downloaded via the internet and the link should be provided to all VCA members.

6.12 Future Structure of VCA Committee of Management

Stuart Pickworth advised that he would not be continuing as a committee member in 2014. Ken Gaudion indicated that he agreed to take the position of chairman for 12 months and would not be continuing. Ken suggested that the committee need to consider if they wanted an independent chair or grower representation.

6.13 Biosecurity Regulation 2013

Committee discussion concluded that members should look at the DAFF website. Comments welcome.

6.14 New Melbourne Wholesale Fruit & Vegetable Market – Epping

M Aumann reported that stall holders from the Footscray Wholesale Fruit & Vegetable market had taken out a Court injunction. There were lots of unresolved issues and all producers would be affected. Several stallholders at Footscray currently have multiple

stands. There would be a significant reduction in stands at the Epping market and it is possible that longstanding agents may not be able to operate within the new market.

ACTION: M Aumann to ring J Wilson re letter to the Agriculture Minister.

7 OTHER BUSINESS

7.1 Next Meeting

Proposed date – Thursday 20th June, 2013 at 1.00pm

Venue – Landmark, Yarra Valley.

A general meeting has been called to provide a forum for members to be informed if they are not going to Canberra.

ACTION: M Aumann to contact Landmark re venue. JW to confirm attendance.

7.2 VCA Website

Stuart Pickworth commented that the website was looking outdated an amateur. He asked that the other committee members look at the website and comment about its content with a view to changing the look of the website.

ACTION: Committee to comment regarding changes to website.

The meeting closed at 2.05 pm

Signed as a true and correct record.

Ken Gaudion
President

Date: _____